

TRANSNATIONAL NEWS COMPANY, INC.

NEW YORK • WASHINGTON • **WORLD WIDE** Correspondents in all 50 states and 144 Countries

STAT

Announcing

PROTEIN U.S.A.

An Authoritative WEEKLY NEWS SERVICE covering the Protein Industry

THE PROTEIN INDUSTRY

The protein industry consists of those directly involved (or involved in research or as a supplier) and those interested in the production, processing or distribution of products, for human or animal consumption, which contain protein.

There is a tremendous amount of information publically available in the United States on the production or growing of protein products such as wheat, soybeans, beef, corn, dairy products and the like. There is also a great deal of scientific and technical information available to the protein industry generally.

With the World Food Crisis finally given the attention it has long deserved, the need for more regular and systematic reporting on the processing and distribution segments of the protein industry is clear.

At the time of printing of this brochure, there is no DAILY or WEEKLY synthesis of all or even a significant amount of the news relevant to the processing and distribution of protein products in sufficient detail for use by experts. PROTEIN U. S. A. is designed to fill this information gap.

Charter Subscribers Receive:

- A 20% Price Discount
- A complimentary Subscription to our FERTILIZER WEEK newsletter
- A 75 page study: **PROTEIN CONCENTRATES: An Industry Analysis: A MARKETING VIEWPOINT** (See Index in Enclosed Sample Issue)
- An additional 10% Price Discount for Payment with your Subscription order.

***AN ORDER CARD IS
ENCLOSED FOR YOUR
CONVENIENCE**

Turn Page for detailed Information
on PROTEIN USA and Related
Services

**PROTEIN U.S.A. NEWS
AND INFORMATION REVIEW
AND ANALYSIS:**

1. Developments in the wheat, soybean, corn, beef, dairy, poultry, rice, sorghum, hog, peanut, oats, fish, fishmeal, cottonseed, barley, rapeseed, sunflower seed, leaf, single cell and other protein product fields are analyzed from over 3,000 news sources.
2. Food processing, food additive, paper, packaging, fertilizer, seed, farm equipment and supply and agricultural chemicals industry developments are analyzed from the viewpoint of their impact on the protein industry.
3. Transportation and shipping industry developments are followed for their direct impact on the processing and distribution of protein products.
4. General business, international, governmental, energy, marketing, and environmental news is analyzed for its particular application to the protein industry.
5. New consumer protein product marketing and product developments are analyzed from the viewpoint of the major consumer products company.
6. Scientific developments in the basic sciences fields and developments of interest to scientists and product development experts are reviewed to provide research leads for the expert, such as reporting the significance of the new protein patents, U. S. and international.
7. Continuous review is done of **The Federal Register**, USDA, FDA, AID, CCC, EPA, HEW, Departments of Commerce and Transportation, FAO, UNDP, and all United States and United Nations agency press releases, bulletins, reports, proposed regulations, legislation, treaties, rulings and of food and agribusiness press releases, regular U. S. and international publications in the food and agriculture field and of all pertinent commodity reports, agronomic and scientific publications.
8. **FULL-TIME WASHINGTON COVERAGE** by an expert with many years of actual international business experience.
9. **DAILY UNITED NATIONS AND DEVELOPING NATIONS COVERAGE** by an expert with many years of United Nations journalistic and scientific reporting experience.
10. Strenuous efforts are made to identify U. S. and international contract possibilities (before published elsewhere) and "KNOW-HOW" and license opportunities and projects available in the protein field.

DISTINCT FEATURES OF THE PROTEIN U.S.A. NEWSLETTER

PUBLISHED EVERY WEEK, PROTEIN U.S.A. is both a reporter of basic news and information (particularly international news) not otherwise available and a ready news and information reference, with a weekly and quarterly index (and 3 hole Binder).

FIVE YEARS OF EXTENSIVE RESEARCH and analysis of the flow of protein industry information including discussions with industry, government, research, and news experts, U. S. and foreign plant visitations, discussions with developing country experts, U. N. officials, analysis of thousands of documents and publications, etc. qualifies us to select the information you want IN ONE PLACE.

ORGANIZED FOR FAST READING WITH ITS "HIGHLIGHTS" SUMMARY, PROTEIN U. S. A. also provides reliable, sufficiently detailed summaries for use by the expert.

PROTEIN U. S. A.:

- **IS NOT** a Crop Reporting Service — though we do include crop and price data on our Statistics Page
- **IS NOT** a producers bulletin — although we do report on farm developments when their impact is major to the protein industry
- **IS NOT** a Commodity Newsletter and makes no recommendations to buy, sell or hold commodities — although we do report the major developments in the protein commodities field in more detail than is normally available
- **IS NOT** a community action group — although we report developments in the campaign against hunger and malnutrition

UNITED NATIONS SECTION EVERY WEEK

Reported with an expertise unexcelled by any major newspaper or wire service.

UNIQUE "PROTEIN BUSINESS IDEAS" SECTION EACH WEEK which points out business opportunities in the protein field, often before reported anywhere else.

CONSUMER PROTEIN PRODUCT MARKETING developments are reported for both the U. S. and international markets. One of our U. S. sources is a mutual news swap with the well-known NEW PRODUCT NEWS publication of Dancer-Fitzgerald-Sample, a leading New York advertising agency with extensive advertising and marketing experience in the food industry. NEW PRODUCT NEWS itself is based on a national consumer product marketing survey system.

14,000 World Wide Information Services experts located throughout the U. S. and the world are on call to assure (on-the-spot) the accuracy of our reporting for you.

**MORE
DISTINCTIVE FEATURES
OF THE
PROTEIN U. S. A. NEWSLETTER**

THE PROTEIN — ECOLOGY RELATIONSHIP is reported more expertly by PROTEIN U. S. A. than by any other news service. We have extensive experience following the activities of the environmental news field.

THE PROTEIN — ENERGY RELATIONSHIP is expertly reported. Our correspondents in the oil/natural gas/petrochemical/energy news and information field are experts with many years of energy field reporting experience.

THE OCEANS — PROTEIN RELATIONSHIP news reporting and analysis is unexcelled anywhere. The reasons: Our staff of experts have high expertise and great experience in following the developments in this field. One expert follows the United Nations Law of the Sea Conference on a full-time basis. Another expert is experienced in the shipping industry. Our World Wide Information Services affiliate has years of fishing industry data collection experience.

FERTILIZER WEEK NEWSLETTER

EVERY PROTEIN U. S. A. SUBSCRIBER receives a complimentary subscription to FERTILIZER WEEK, which summarizes developments of the week in the fertilizer industry. FERTILIZER WEEK is aimed particularly at international developments.

MANY EXPERTS in the fertilizer industry, in the food industry and experts on the problems of the World Food Crisis decry the lack of more regular reporting, on an international basis, of fertilizer information. FERTILIZER WEEK is a beginning effort in that direction.

Each issue of FERTILIZER WEEK contains one story, aimed at a specific topic of interest to the fertilizer industry. FERTILIZER WEEK does not propose, at this time, to be the same comprehensive synthesis of news as PROTEIN U. S. A. FERTILIZER WEEK does, however, promise to report at least one story per week not otherwise available to the industry.

WORLD WIDE INFORMATION SERVICES

Most companies and organizations in the protein industry have specialized needs for basic data which often is not available on a regular reporting basis.

Examples:

For the cattle industry — with its recent problems, a continuous reporting system on feedlot regulatory developments (such as feedlot runoff restrictions, land use legislative actions, etc.) would be helpful for better corporate planning by feedlot operators and beef processors.

For the peanut industry — with current developments, i. g., excess inventories coupled with increasing efforts by the major African peanut growing countries to demand an internationally-fixed price for peanut oil, the industry could use more systematic reporting of developments from Nigeria and Senegal — if the industry doesn't become more aware of such developments there could be some real surprises in store.

Corn industry competitors could use more systematic reporting of publically available information on developments in the Opaque 2 field since Opaque 2 seems to be developing into a major new long-term competitive factor in the protein industry.

WORLD WIDE INFORMATION SERVICES has eighteen years experience in handling information collection procedures of the most complex nature. WORLD WIDE INFORMATION SERVICES has its headquarters in New York, three blocks from the United Nations. WORLD WIDE has over 14,000 experts on call throughout the world.

By use of our WORLD WIDE affiliate, PROTEIN INTERNATIONAL DATA SERVICES, you can have available to your company a worldwide information collection and analysis capability comparable to that now possessed by Cargill or Continental Grain, and at a fraction of the cost.

World Wide Information Services specializes in obtaining current information from original sources for such clients as AMERICAN EXPRESS, AMERICAN STANDARD, AMERICAN TELEPHONE and TELEGRAPH, BATTEN BARTON DURSTINE and OSBORN INTERNATIONAL, CELANESE, EASTERN AIR LINES, FMC INTERNATIONAL, W. R. GRACE, ITT, NESTLE, PEPSICO, UNILEVER, UNION CARBIDE, and the U. S. DEPARTMENT of COMMERCE.

(Continued)

WORLD-WIDE INFORMATION SERVICES

(CONTINUED)

Our PROTEIN INTERNATIONAL DATA SERVICES division offers a basic data collection service. Because of assimilation time required to properly institute a basic data service for a subscriber, PROTEIN INTERNATIONAL DATA SERVICES initially can undertake only a **limited number** of BASIC DATA SUBSCRIBERS.

Each BASIC DATA SUBSCRIBER receives the following:

1. A subscription to PROTEIN U. S. A./FERTILIZER WEEK.
2. Culled press releases, reports, studies, etc. for the specific area which you designate we follow for you.
3. Absolute and strict secrecy regarding the fact that you are a Basic Data Subscriber and regarding any information we develop for you.
4. A weekly 8-1/2 x 11 one page summary to let you know what else we learned on the specific area of data assigned to us.
5. A report in the form you wish on the designated area of data we are to follow.

Each specific area of data we follow for you must be carefully delineated in writing so that our precise parameters are defined. The price is negotiated on a case-by-case basis. We will not undertake to follow any area of the protein field which calls on us to attempt to obtain proprietary information belonging to a competitor of the Basic Data Subscriber.

PROTEIN USA TECHNOLOGY TRANSFER SERVICES

Qualified experts are available to assist you in a limited number of technology transfer transactions. Our experts are experienced in actual implementation of U. S. and international technology transfers including:

- Trademark and Patent Licensing Arrangements
- "KNOW-HOW" packages (Lump sum or Royalty)
- Establishment of joint-equity technology ventures
- Start-ups in the Consumer protein products field
- Complete foreign company start-up and operations debugging

For Basic Data Subscriber information call Richard W. Hubbell or Andrew Blue at 212-679-7240 or write to Transnational News Co., Inc., 660 First Avenue, New York, N. Y. 10016. For Protein Technology Transfer information, call or write Henry D. McCoy, II, Transnational News Company, Inc., 1629 K Street, N. W., Washington, D. C. 20006. (202-286-7980 or Telex 89-2407 TRANSNEWS).

**PROTEIN USA
NEWSLETTER
PRICES**

<u>Charter Subscriber</u>	<u>U. S.</u>	<u>Foreign</u>	<u>Regular Subscriber</u>	<u>U. S.</u>	<u>Foreign</u>
One year.....	\$200	\$230	One year.....	\$250	\$280
Two years.....	\$336	\$396	Two years.....	\$420	\$480
Three years.....	\$440	\$530	Three years.....	\$550	\$640

-- Special 3 Month Trial Subscription — \$45 U. S. — \$55 Foreign --

CHARTER SUBSCRIBER OFFER EXPIRES JANUARY 15, 1976

All Charter Subscribers to PROTEIN USA for a full year's subscription who enclose payment or make payment by January 15, 1976 are entitled to an additional 10% price discount as follows:

	<u>U. S.</u>	<u>Foreign</u>
One year.....	\$180	\$207
Two years.....	\$302	\$356
Three years.....	\$396	\$477

All Subscribers to PROTEIN USA for a full year's subscription may receive one complimentary copy per subscription of our 75 page study "PROTEIN CONCENTRATES: An Industry Analysis: A Marketing Viewpoint."

All Subscribers to PROTEIN USA also receive a complimentary subscription to our FERTILIZER WEEK newsletter.

Multiple Subscription Prices

2 to 5 One year subscriptions — 15% discount
 6 to 10 One year subscriptions — 20% discount
 11 to 20 One year subscriptions — 25% discount
 21 or more One year subscriptions — Discount
 individually negotiated.

Multiple subscriptions for more than one year
 are entitled to an additional 10% discount.

NOTE: All multiple subscription discounts are additional to Charter Subscriber discounts described above. In other words, Charter Subscribers for multiple subscriptions are entitled to BOTH the charter discount and the multiple order discount.

Mail to: Transnational News Company, Inc.
1629 K STREET, N. W.
WASHINGTON, D. C. 20006

Please enter our subscription (mailed First Class each week) to PROTEIN USA as follows:

	<u>Charter Subscriber</u>		<u>Payment Enclosed ☐ or will pay by January 15, 1976 ☐</u>	
	<u>U. S.</u>	<u>Foreign</u>	<u>U. S.</u>	<u>Foreign</u>
☐ One year.....	\$200	\$230	☐ One year.....	\$180 \$207
☐ Two years.....	\$336	\$396	☐ Two years....	\$302 \$356
☐ Three years....	\$440	\$530	☐ Three years...	\$396 \$477

☐ Enter a 3 month Trial Subscription to PROTEIN USA — \$45 (U. S.) — \$55 Foreign (with payment enclosed, the 3 month Trial PROTEIN USA Subscription price is \$40 U. S. — \$50 Foreign.)

SEND SUBSCRIPTION TO:

PURCHASE ORDER NO. _____

NAME (Please Type or Print)	TITLE	
COMPANY		
STREET ADDRESS		
CITY	STATE	ZIP CODE

You may enter your subscription by Western Union Telex 89-2407 TRANSNEWS or by calling 202-286-7980.

If subscription to PROTEIN USA is for one year or more, indicate if you wish to receive one complimentary copy of our 75 page study: "PROTEIN CONCENTRATES: An Industry Analysis: A Marketing Viewpoint". (Regular Price \$400). Yes ☐ No ☐ FERTILIZER WEEK is included as a complimentary item in each PROTEIN USA newsletter.

☐ Send us information regarding NEW PRODUCT NEWS.



PROTEIN U.S.A. S.M.

A PROTEIN INTERNATIONAL NEWS SERVICE

ROUTE TO

Vol. 1 No. 46

December 8, 1975

PROTEIN "WAR" RAGES ON THE POTOMAC

In case you hadn't noticed, there are a number of areas in the protein industry's business that are embroiled in legislative and political battles in Washington these days.

You are probably already aware of the more widely-reported controversies such as the disputes between the farm industry, represented principally by the American Farm Bureau, and the Department of State on the advisability of formal commitments with Russia and Poland on grain sales.

On a day-to-day basis, some of the other controversies may be just as important to the protein industry as the front page ones.

The Federal Food & Drug Administration has proposed regulations regarding frozen foods which would require that each dinner contain products which represent a "significant source of protein." The regulation was to have been effective July 1, 1975 but has been stayed pending court litigation. This regulation might break new ground if it adds the requirement that a food seller include a significant source of protein (whatever that means) in a meal sold to the public.

Marketing experts have long maintained that a meaningful market for consumer protein concentrates, as such, could not be successfully developed in the United States or abroad until there was more stringent ingredient requirements for food products. Nabisco-Astra reported recently in their protein newsletter that one of the problems with marketing a fish protein concentrate was the absence of public awareness of protein needs. Now, marketing experts may have their way.

The Federal Trade Commission, joining the fray, has proposed a rule governing protein supplements, reported in the September 5, 1975 Federal Register. The new Federal Trade Commission proposal follows up on an earlier proposal, published originally on November 7, 1974 (with time for comments extended indefinitely). *(Continued on Page 2).*

SAMPLE ISSUE

INDEX

Protein "War"	1
International Agricultural Fund	1
1976 Schedule-Special Reports	3
Protein Concentrates Study	4
Fertilizer Week	6-7
Protein Business Ideas	8
The Protein Reporter — Statistics	9
New Business Developments	10
U.S. Government Notices	11
Highlights	12

NEW INTERNATIONAL AGRICULTURE FUND: THE UNCTAD FACTOR

Congress favorably disposed to authorize the U.S. contribution of \$200 million to the International Agricultural Fund now being organized.

The target funding of the new IAF is one billion Special Drawing Rights (\$1.25 billion). The Fund will be headquartered in Rome as a specialized agency within the United Nations system. *(Continued on Page 5).*

NEXT WEEK: Special Report — Summary of Nutrition Labeling Requirements

PROTEIN "WAR" (Continued)

The FTC's proposal on "protein supplements" evidently grew out of complaints in the San Francisco area by consumers who patronize health food stores. The proposal would require some rather severe warnings on labels and would cover any advertising claim whether it was made orally, in writing, or by "any other audio or visual means," covering television commercials, one would assume.

The earlier FTC proposal (November, 1974) covers "nutritional" advertising claims (including protein claims) made by the same means except it excludes infant foods, foods prescribed under medical supervision and alcoholic beverages. This proposal would prohibit advertising of the presence of protein in a food unless the product contains at least 10% of the U.S. Recommended Daily Allowance of protein.

And, of course, the Federal Food and Drug Administration regularly gets into the action by making requirements as to protein content of food products ("peanut spread" proposed regulations on page 11 of this issue).

The Federal Food Stamp Program has been the subject this year of intensive legislative and political action to revise the hypothetical family diet on which the program is based. As a result, a "Thrifty Food Plan" has been adopted to replace the "Economy Food Plan." The Department of Agriculture, which has responsibility for administering the program, has stated that the new Thrifty Food Plan provides for "slightly more meat." Public interest groups won a battle this year when a District of Columbia court ruled that the hypothetical family unit on which food stamp calculations were based was not the proper basis of calculation, without going into the question of whether the diets of food stamp users were nutritionally adequate or not. Public interest groups have not mustered the political support to require the food stamp program to provide a certain minimum amount of protein products, although it is widely known that some public interest groups still question the nutritional adequacy of the "Thrifty Food Plan."

Finally, the "Beef Check-Off" bill, will be enacted, to provide \$40 million to \$60 million for research, marketing and development projects, and studies with respect to the sale, distribution, marketing, utilization or production of cattle and beef" was and still is part of the intense protein-related political action of the year. Public interest groups such as the Consumer Federation of America and Ralph Nader's Congress Watch opposed the bill. The American Farm Bureau at one point opposed the bill because it did not provide adequate provisions for a valid referendum among farmers whose cattle sale proceeds support the promotional fund, which is to be administered by cattle industry representatives.

HDM II

© Transnational News Company, Inc. All Rights Reserved. PROTEIN U.S.A. is published weekly by Transnational News Company, Inc., 1629 K Street, N.W., Washington, D.C. 20006. Tel.: 202-296-7980. Publisher: Henry D. McCoy, II; Editor: Kris Palmquist. Subscription rate \$250 per year. Mailed first class every Friday except Christmas Week and first week in September. Nothing in this letter should be construed as a recommendation or an offer to sell or the solicitation of an offer to buy or sell any commodity, stocks, bonds or any other security. Telex: 89-2407 TRANSNEWS. New York Tel.: 212-679-7242.

PROTEIN U.S.A. is not affiliated with the United States government or any of its agencies.

1976 Schedule of Special Reports

January	*	Summary of Fish Protein Concentrate industry developments (particularly organoleptic and food function developments)
January		Summary of World Food Council developments as respects the grain reserves situation
February	*	Summary of Triticale U.S. technical developments
February	*	Summary of Leaf Protein U.S. technical developments
March		Status of soy-extender marketing problems in school lunch programs
March		Status report on the EPA-FDA-USDA positions on DES
March		Analysis of the enforcement history of the new U.S. Commodity regulatory agency
April	*	Status report on single cell plant construction
July	*	Status of major Fertilizer Plant construction projects outside the U.S.
July		Summary of International Disaster (Emergency) High Protein Food field results in the Sahel
August		Summary of Peanut-based new protein food marketing projects in the U.S.
September	*	Summary of Whey concentrate U.S. technical developments
November		Status of feedlot operations - a Washington viewpoint
November	*	Status of U.S. commercial developments to date in 1976 for Opaque 2
December	*	Status of U.N. Law of the Sea political developments relevant to the U.S. fishmeal industry

NOTE

Any PROTEIN U.S.A. subscriber may purchase Exclusive Copyrights to publication of a Special Report marked above with an asterisk (*) for the price of \$2,500.00 (U.S.) by at least two months notice to us before publication. After the publication of any Special Report, any subscriber may purchase Exclusive Copyrights to reproduction for the price of \$500.00. (U.S.).

MEETING REMINDER

December 15-18 — American Society of Agricultural Engineers, Chicago, Palmer House. Theme: "Productivity—Key to Easing World Food Shortages." This year's meeting agenda calls for two New Products Sessions. The Food Engineering and Power and Machinery Divisions will hold two sessions of their Plant Juice Protein Subcommittee of FE-73 and PM-44, both on Wednesday, Dec. 17. (Roger Castenson, ASAE, 2950 Niles Road, St. Joseph MI 49085. 616-429-0300).

PROTEIN CONCENTRATES: AN INDUSTRY ANALYSIS: A MARKETING VIEWPOINT

INDEX

- I. Introduction
- II. Elementary Discussion of Protein
- III. The Protein Gap — A Brief Summary
- IV. Brief Survey of Status of Protein Concentrates
 - A. Soybean —Textured Vegetable Proteins
 - B. Egg
 - C. Whey
 - D. Leaf
 - E. Wheat, Oats
 - F. Corn
 - G. Fish
 - H. Milk, non-fat dry milk
 - I. Rice
 - J. Rapeseed, Sesame, Sunflower, Coconut
 - K. Cottonseed
 - L. Single Cell
 - M. Beef
 - N. Peanut
- V. Technology Transfers
 - A. What Is A Technology Transfer?
 - B. General Problems of Technology Transfers
 - C. Particular Problems of Protein Technology Transfers
- VI. Company Survey — High Protein Product Technology Developments to Date
- VII. Survey of Marketing and Distribution Efforts of High Protein Concentrate Food Products
 - A. U.S. Market
 - B. Developing Country Markets
 - C. International Disaster Relief Efforts
- VIII. Survey of Governmental Regulatory Requirements
 - A. The Federal Food and Drug Administration
 - B. International Agencies
 - C. Developing Country Governments
- IX. High Protein Food Company Management Problems
 - A. Operational Problems
 - 1. Distribution Systems
 - 2. Supply of Raw Materials
 - 3. Capitalization and Financial Considerations
 - 4. Management
 - B. U.S. Marketing Problems
 - C. Developing Country Marketing Problems
- X. Bibliography

INTERNATIONAL AGRICULTURAL FUND-STATUS REPORT (Continued)

It is expected that a formal Articles of Agreement will be approved at a meeting of plenipotentiaries, probably in February, 1976.

The U.S. formally proposed the establishment of the Fund at the Special Session of the United Nations this September (before the regular session began). One consistent theme of ministers of both developed and developing nations in the debate that followed for nearly two weeks after the U.S. set forth proposals to deal with the World Food Crisis (as well as structural changes in international trade and monetary relations) was the need for transfers of technology (particularly agricultural technology) by the developed countries to developing countries. Speaker after speaker arose to reiterate this theme.

As a result of these demands for increased transfers of technology, the United Nations Conference on Trade and Development, known in the international community as UNCTAD, was cited as the appropriate body to develop a new International Code of Conduct on Transfers of Technology. UNCTAD evolved as the "agency of choice" for use in solving commodity pricing-external debt problems of developing nations.

UNCTAD, long somewhat of a stepchild of the United Nations system, in terms of its public prominence, figures to be a highly significant variable in the formula for implementation of actual workings of the new International Agricultural Fund. In particular, UNCTAD's committees on Indexation of Commodities (International Commodity Exchanges) and on Transfers of Technology have now found prominence with diplomats of the so-called Group of 77. The Group of 77 consists of 77 member nations of the United Nations who represent the "Third World" of developing countries. As the Group of 77 now comprises the majority voting bloc in the General Assembly of the United Nations, and has considerable sympathy from the Eastern Block of nations, experienced observers of the international scene believe the activities of UNCTAD's committees should be taken quite seriously.

UNCTAD is a 68 member nation organization. A meeting has been scheduled for May 3 to 28, 1976 in Nairobi at which technology transfers, commodity price indexation, and external debt financing will be major topics of discussion.

A CORPORATE PLANNING LEAD

An Analysis of Alternative Grain Distribution Systems. Article by George W. Ladd, professor of economics at Iowa State University, and Dennis R. Lifferth, assistant professor of agricultural economics, Cornell University. Journal Paper J-8076 of the Iowa Agriculture and Home Economics Experiment Station, Ames, Iowa, Project 1810, C, Phillip Baumel, Project Leader. Research partially supported by a grant from the Federal Railroad Administration. Reported at pages 420-430, American Journal of Agricultural Economics, Volume 57, Number 3, Heffernan Press, Inc., Worcester, Mass.

The article deals with the introduction of multiple-car shipping rates, the problems of abandonment of large segments of track, introduction of "Big John" hopper cars, and coordination of track upgrading operations with the new realities in grain distribution. Two grains, corn and soybeans, are used in the study of shipments from 416 origins in the Fort Dodge, Iowa area.

FERTILIZER WEEK

MEXICAN BAJA CALIFORNIA PHOSPHATE PROJECT

In December 1974, Mexico's National Patrimony Ministry announced the discovery of phosphoric deposits totalling 3 billion tons in the Baja California region, about 13 miles from the Pacific Coast. The reserves estimate was later lowered to 200 million tons. With this discovery it was thought that by 1976 Mexico, which previously had had to import two million tons of fertilizer annually, would become a major phosphate exporter. Recent reports state that by 1977 Baja California will be in production. On site inspection by Transnational News uncovered one probable source of delay: inadequate harbor facilities.

Meanwhile, a new consortium aimed at coordinating the six state-controlled sulfur and fertilizer companies has been formed. The consortium, Productos Basicos para Fertilizantes, will operate as a holding company with a majority stake in each.

Baja California (Sur) is still a territory and Baja California (North) only recently became a state of the United States of Mexico. The area is sparsely populated and transportation (except for the excellent air facilities near La Paz) is still very much in a state of development. The road network, however, is now completely hard top to the United States via the Baja California Highway. 1977 seems an optimistic estimate for major production and exportation of phosphates from the area.

OFFSHORE AMMONIA PLANTS

According to a report by the John Hopkins University Applied Physics Laboratory, ocean temperature differences could be used to power a mid-ocean ammonia production plant as early as 1978. The plant, located in the Gulf Stream off the southern coast, would use the temperature difference between surface water and water at 2000-3000 feet (20-39 F) to power turbines. After, an electrolysis cell would provide H₂, thus eliminating the costly fuel reforming portions of the plant, ammonia would be produced from air and water. Estimated production cost is \$70/ton delivered to U.S. ports.

Transnational News has unconfirmed information that two Houston firms, Marathon Engineering and Pace Marine Engineering Systems, are doing a feasibility study to determine whether excess rig capacity now plaguing the offshore oil industry can be converted to ammonia production.

ARAB POTASH COMPANY — JORDAN POTASH FEASIBILITY STUDY

Potash Engineering Agreement (Credit Number s-19 JO) between International Development Association and the Arab Potash Company calls for expenditures of not more than \$10,000,000 for a potash project in Jordan. Arab Potash Company Limited will execute the project in conjunction with consultants (who are required to furnish their complete plans, designs, specification, etc. within 12 months from date of signing of their consultants' contract). A. I. D. will furnish \$6,000,000 in loans for the project. Arab Potash will cause \$3,000,000 of the funds to be made available for the project and the International Development Association (IDA) will provide \$1,000,000 in funds.

The project consists of construction of a trial dike and detailed field work, as well as extensive engineering and marketing studies to confirm the technical and commercial feasibility of potash product from Dead Sea brine and includes design, construction and testing of a pilot carnallite harvesting method and pilot processing unit. If the pilot project is successful, a feasibility study will then be carried out to determine capital, operating etc. needs for a full-scale plant to produce at least one million metric tons per year of potash. The project is expected to be completed (1st stage) July 31, 1977.

Contact: Abdulla Salah, National Planning Council, P.O. Box 555, Amman, Jordan. Cable address: NPC Amman

FERTILIZER WEEK

New Plant Developments

WASHINGTON STATE

Standard Oil of California has recently announced the \$43-million expansion of its fertilizer plant at Kennewick, Wash., operated by the company's Chevron Chemical Co. subsidiary. The facility makes ammonium nitrate, plus various fertilizer formulations. The present 200,000 ton per year capacity will rise to 550,000 per year when the project is completed in mid-1979. Construction is to get under way in the middle of next year.

LONDON

Kellogg-International Corporation, a London affiliate of Pullman Inc., has been awarded an \$80 million contract for the design, procurement and construction of a 1,000-metric-ton-a-day ammonia plant. The plant is to be built in Gemlik, Turkey, and is to be used for fertilizer manufacture. The contract was awarded by Azot Sanayii, T.A. T.A.S., whose complex now has the capacity of about 1450 tons/day fertilizers. This complex includes existing turn-key plants for the manufacture of 224 tons/day of phosphoric acid and 734 tons/day of triple-superphosphate, the first in the group to be built, followed by the 340 tons/day phosphoric acid plant and the 720 tons/day di-ammonium phosphate (DAP) facility.

THAILAND

A \$30 million compound fertilizer plant of the Thai Central Chemical Co. has been put into trial operation this fall. Its present 350 tons/day capacity will be raised to 820 tons/day by March 1977.

NORWAY

Norsk Hydro awarded a contract to the firm of Uhde for design, engineering, procurement, erection and supervision of the commissioning of a nitric acid plant. Due to be completed at Heroya in September 1977, the plant will contain two 900 tons/day lines (60% acid).

USSR

Japan and the USSR concluded an agreement to provide a bank loan in yen currency to help V/O Techmashimport (USSR) purchase four 1360 tons/day ammonia plants. The export contract for the four Kellogg process ammonia plants was formally signed in Moscow recently between Mitsui & Co., Toyo Engineering Co. and V/O Techmashimport. This is the largest scale plant export to the USSR in history, and the first loan to be extended by a Japanese bank consortium to a USSR trade group.

ZAMBIA

Krupp-Koppers is to build a plant in Zambia for the production of ammonia from coal. The unit, to have a capacity of 220 mt/day, will form part of a fertilizer complex being constructed at Kafue.

UNITED KINGDOM

A new 175,000 tons/yr nitric acid plant is to be built at Billingham, Cleveland, headquarters of ICI's Agricultural Division. The new plant complements existing nitric acid capacity at Billingham, Severnside, and Heysham and will help to realize more fully the potential of ICI's 'Nitram' (ammonia nitrate) plant at Billingham. That, together with a similar plant at Severnside, already supplies nearly 60% of Britain's straight N fertilizers. Their combined yearly production is about a million tons. Construction will begin early in 1976 and the plant is expected to be in operation in the spring of 1977.

CANADA

Canadian Fertilizers, Ltd., has received an industrial development permit from the government of Alberta for construction of a second 1200 tons/day anhydrous ammonia plant to be built at its Medicine Hat, Alberta, nitrogen complex. CF Industries, headquartered in Chicago, will operate in the Medicine Hat complex and is one of the owners of Canadian Fertilizers, Ltd. Approximately one-third of the output from the Medicine Hat complex will be supplied to farmers in Western Canada through Western Cooperative Fertilizers, with the balance of the production helping to supply the nitrogen plant food needs of farmers in the US and Eastern Canada through CF Industries.

JAPAN

Mitsubishi Gas Chemical Company, Inc. completed a new urea plant at its Niigata factory (Niigata Pref.) at the end of last yr and will now start constructing a new ammonia plant at the same factory. The production capacity of the ammonia plant will be 800 tons/day with natural gas as raw material. Completion is scheduled for the summer of 1977. Ammonia to be manufactured at the plant will be used for urea manufactured by the company's urea plant at the Niigata factory.

SYRIA

France's minister of foreign trade signed a contract valued at the equivalent of \$300 million to build a nitrogen fertilizer plant for Syria. The plant will be built by Creusot-Loire of France and will be completed in three yr. according to the director general of the French enterprise. The plant's capacity will be 1050 tons of ammonia and 1000 tons of urea/day.

NIGERIA

Progress on Nigeria's third development plan were given with press reports from Nigeria stating that Scientific Design (SD) of the United Kingdom has signed a contract with the Ministry for Industries to act as consultant on two large-scale ammonia and urea projects. Both complexes, the locations of which are expected to be Warri and Port Harcourt, will be capable of producing 250,000 tons/yr urea although the exact capacity of the ammonia plants has not been determined.

PROTEIN BUSINESS IDEAS

YOO-HOO BEVERAGES CORP.

Yoo-Hoo Beverages Corp., Carlstadt, N.J., has one product well-known to the New York-New Jersey area, the drink "Yoo Hoo." "Yoo-Hoo" is a chocolate flavored drink and seems to enjoy its widest popularity during summer months.

The company has publicly announced its experimentation with a number of protein-based soft drinks. Undoubtedly the company has a considerable amount of protein-soft drink technology which, to our knowledge, is not licensed or used to any significant commercial extent except in the New York-New Jersey area.

Suggested contact: Dr. Erick B. Hotelling, You-Hoo Beverages Co., 600 Commercial Avenue, Carlstadt, N.J. 07072

FAO-ICP

The Joint FAO/Industry Task Force on Protein Food Development (JTF) was established in 1972 to follow on a "narrow front"—protein food production for "vulnerable groups" in developing countries. JTF has considered as possible projects soybean production in Sri Lanka, protein foods in Cameroon and Sierra Leone. It is our understanding that JTF is amenable to discussions of a broader food product orientation and is probably still early in development stages with any protein food project it is developing.

Contact: Walter W. Simons, Industry Cooperative Programme, FAO Liaison Office, United Nations Headquarters, 42nd St. and First Avenue, New York, N.Y. 10017.

MARINE PROTEIN CORPORATION

A fish farming company which has suffered financial difficulties, Marine Protein Corporation expended a great deal of money to develop new fish farming technology for "closed environment" production. The company possesses technology in hyperoxygenation of water techniques for growing fish. Industry sources indicate that the level of the technology is quite high but the company currently lacks the resources to develop it. The company is headquartered in Nashua, New Hampshire.

GOMBE AGRICULTURAL PROJECT

A Loan Agreement of September 19, 1975, between the World Bank and the NORTH-EASTERN STATE OF NIGERIA for the Gombe Agricultural Project (Loan Agreement No. 1164 UNI) authorizes a loan up to \$21,000,000 (in various currencies). All contracts for more than \$25,000 for vehicles, plant, equipment, fertilizers, insecticides and farm tractors must be approved by the World Bank before accepted by NES.

Contact: E. Peter Wright, Country Programs Department, Western Africa Regional Office, International Bank for Reconstructional Development, 1818 H Street, N.W., Washington, D.C. 20433.

TANZANIA DAIRY DEVELOPMENT PROJECT

Development credit Agreement (of August 15, 1975) CREDIT NUMBER 580 TA between United Republic of Tanzania and International Development Association authorized loans in various currencies of up to \$10,000,000, and also authorizes \$1,700,000 for technical assistance salaries and fees, \$300,000 for equipment and vehicles, and \$1,500,000 unallocated. The project is to establish 17 dairy farms of about 350 cows each, establish small dairy units of 20 cows each in 50 Ujamaa villages, a heifer breeding unit, doubling of milk processing facilities at Dar es Salaam and contemplates consultancy work on irrigation, milk-processing, and farm structures. It is contemplated the project will take five years to complete.

Contact: Stanley Please, Acting Regional Vice-President, Eastern Africa, International Development Association, 1818 H Street, N.W. Washington, D.C.

UNITED NATIONS DEVELOPMENT PROGRAM

UNDP has announced that the following project is under consideration (a pre-investment project under study): BOLIVIA: BOL/69/516 — Feasibility Study and Demonstrating Agro-Industrial Development of the Abapo-Izozog Region, FAO. UNDP contribution: \$839,100. Duration: 5 years. Programme Policy Division, UNDP, United Nations, N.Y. 10017.

THE PROTEIN REPORTER

PRICES RECEIVED BY FARMERS

The Index of Prices Received by Farmers decreased 8 points (4 percent) during the month ended November 15 to 185 percent of its 1967 average. Compared with a year earlier the index was up 3 points (2 percent).

MEAT ANIMALS: The index of prices received for meat animals decreased 16 points (8 percent) to 179 (1967=100) during the month ended November 15. Lower hog and cattle prices were only partially offset by higher prices for calves and lambs. Hog prices declined sharply from the previous month—averaging \$9.00 lower at \$49.00 per cwt. Beef cattle prices declined \$1.20 per cwt to \$33.20 as steers and heifers were off 80 cents from a month ago. Prices for calves increased \$1.80 to \$29.20 per cwt while lambs were up \$1.60 to average \$43.90. The November index was 34 points (23 percent) higher than last year.

FOOD GRAINS: The index of prices received for food grains decreased 25 points (10 percent) to 231 during the month as prices declined for wheat, rye, and rice. Wheat at \$3.58 per bushel was down 44 cents from mid-October and \$1.29 below a year earlier. Rice decreased 41 cents per cwt to \$8.45—\$2.65 below November 1974. Rye at \$2.34 per bushel was down 18 cents from mid-October and 44 cents below a year ago. The index was down 81 points (26 percent) from a year earlier.

DAIRY PRODUCTS: The index of prices received for dairy products increased 9 points (5 percent) to 192 during the month. Prices for all milk sold to plants was a record high \$10.00 per cwt, 34 cents higher than last month. Milk eligible for fluid market and milk of manufacturing grade were each at record highs of \$10.30 and \$8.94 per cwt, respectively. The November index was 30 points (19 percent) above November 1974.

FEED GRAINS & HAY: The index of prices received for feed grains and hay decreased 18 points (8 percent) to 208 during the month ended November 15. Corn at \$2.33 per bushel was off 29 cents from mid-October and 99 cents from a year earlier. Barley dropped 25 cents per bushel to \$2.43—down 98 cents from November 1974. Grain sorghum at \$4.05 per cwt was down 38 cents from last month and \$1.80 below a year earlier. Oat prices declined only slightly during the month to \$1.40 per bushel—30 cents below a year ago. Farmers received \$50.20 per ton for all hay, down slightly from last month and a year earlier. The November index was down 71 points (25 percent) from November 1974.

OIL-BEARING CROPS: The index of prices received for oil-bearing crops decreased 17 points (9 percent) to 170 during the month. Soybeans at \$4.45 per bushel were down 47 cents from mid-October and \$2.99 below a year earlier. Prices for cottonseed averaged \$95.50 per ton, down \$8.50 from last month and \$43.50 below November 1974. Flaxseed at \$5.60 per bushel was down \$1.06 from a month earlier and \$5.00 below a year ago. Peanuts at 19.7 cents per pound were off slightly from mid-October but 2.1 cents above a year earlier. Compared with a year earlier the index was down 97 points (36 percent).

POULTRY AND EGGS: The index of prices received for poultry and eggs increased 9 points (5 percent) to 188 during the month. Higher prices for eggs, chickens other than broilers, and turkeys were only partially offset by a decline in the price of broilers. Eggs increased 4.9 cents per dozen to 57.7 cents while broilers declined 1.6 cents to 27.2 cents per pound. Other chickens at 14.7 cents per pound increased 2.1 cents from a month ago while turkey prices were up only slightly to 36.5 cents per pound. The November index was 15 points (9 percent) higher than last year.

[This issue of PROTEIN REPORTER is an exact quote from Agriculture Prices, November, 1975 edition. U.S. Department of Agriculture.]

NEW BUSINESS DEVELOPMENTS

MILES LABS-LIQUIGAS IN JOINT VENTURE TO PRODUCE TVP MATERIALS

Miles Laboratories Inc. and Liquigas S.p.A. of Milan, Italy have entered into a joint-venture and licensing arrangement to produce textured vegetable protein materials. Terms were not disclosed. The Liquigas affiliate, Liquifarm Industriale, S.p.A., has been licensed to produce dextrose, soy flour, soy concentrate and textured protein.

The Liquigas group of companies processes and distributes various consumer products world-wide.

RALSTON PURINA TO SPEND \$145 MILLION FOR 1976 CAPITAL EXPENDITURES

Ralston Purina Company, St. Louis, announced its authorized capital expenditures for fiscal 1976 at \$145 million, up from \$133 Million for fiscal 1975.

About \$51 million will be spent for its consumer products group, primarily for completion of a tuna-processing plant in San Diego and expansion of pet food and cereal product plant capacity.

Another \$35 million will be spent on the restaurant group including addition of some 80 Jack in the Box fast-food restaurants.

\$28 million will be devoted to construction of a new industrial protein facility and completion of a food protein plant at Pyror, Oklahoma, and towards other food facilities.

Ralston Purina International will receive about \$18 million mainly for new facilities in Canada, Mexico, France, Spain and Brazil.

HANSON TRUST TO BUY 27% OF HYGRADE FOOD PRODUCTS

Hanson Industries, Inc., a New York subsidiary of Hanson Trust Ltd. (U.K.), announced its intent to purchase 267,000 common shares of Hygrade Food Products Corp. at \$28 (U.S.) per share from Banque de Paris et des Pays-Bas (Suisse), Geneva.

The Hanson group controls J. Howard Smith, a major U.S. fishmeal processor, and is involved in agriproducts and specialty textiles. The purchase was stated to be subject to approval by the Bank of England.

A spokesman for Hygrade has indicated there has been no signs that the purchase is an attempted take-over.

BEATRICE FOODS COMPLETES ACQUISITION OF MARTHA WHITE FOODS

Beatrice Foods, Chicago, has acquired Martha White Foods, Nashville, Tenn., who market flour, cornmeal and baking mixes. Terms were not disclosed.

BREAD PROTEIN ADVERTISING CLAIMS HELD DEPENDENT ON LYSINE IN PRODUCT

A U.S. District Court in Maryland decided recently a baker's claim his bread contained "improved protein" was unsubstantiated. The baker claimed different protein sources provide different amino acid levels and the overall protein quality can be improved by balancing proteins from one food source with proteins from others. Not so, the Court found, lysine limits protein quality in bread and the baker failed to prove otherwise.

ULTRAFILTRATION GAINS — Union Carbide Corp. has been awarded a 1975 Kirkpatrick Chemical Engineering Award for its Ultrafiltration (UF) system UCARSEP, a process (pressure permeation) that filtrates streams that have stymied the fragile and short-lived conventional polymeric membranes. Uses of the technology include concentration and purification of liquid foodstuffs and recovery of by-products from food processing waste effluents. Lynne Proteins, Inc., Granton, Wisc. and Ladish Co. (Tri-Clover Div. [Contact: Gerald D. Weiner], Kenosha, Wisc.) are advertising an ultrafiltration process they claim makes whey protein recovery profitable.

NEXT WEEK: SUMMARY OF NEW CONSUMER PROTEIN PRODUCTS

U.S. GOVERNMENT NOTICES

Proposed FDA Regulations for Peanut Spreads

The Food & Drug Administration has proposed that spreadable peanut butter products which do not conform to the standard of identity for peanut butter (as having greater than 10% nonpeanut ingredients) should be labeled "peanut spread." The proposal would require the peanut content (by weight of peanuts not including peanut oil) to be declared on the label. Any peanut spread not meeting the new requirements would have to be labeled as imitation.

To be nutritionally equivalent to peanut butter, a peanut spread must contain at least 21.5% protein, no more than 55% fat, a PER of at least 1.7 under the FAO Method or at least 68% of casein. However, if the protein quality of the spread equals or exceeds casein, the FDA would allow the protein content to drop to 14.9% without requiring use of the word "imitation" on the label. The peanut spread would also have to contain certain vitamins and minerals found in peanut butter to avoid the "imitation" labeling rule. The regulation would apply to products shipped in interstate commerce after December 31, 1977. Further, the percentage of RDA would be 45 grams per day when PER equal to casein, 65 grams per day if PER is less than casein.

Marketing Note — The proposal states that a consumer evaluation of three peanut spreads, containing 95 percent, 90 percent and 85 percent peanuts reported as a "major finding" there was a "highly significant" difference detected in the intensity of peanut flavor noticed by consumers among the three spreads.

PESTICIDE PETITIONS: Dimethyl (2,2,2-trichloro-1-hydroxyethyl) phosphonate. Proposes a tolerance of 0.04 ppm for residues of the insecticide in and on soybeans. (Chemagro Agricultural Co., Kansas City, Mo. PP 6F1688). Glyphosphate Temporary Tolerance extended to September 16, 1976 for combined negligible residues of glyphosphate (N-[phosphonomethyl] glycine) and its metabolite aminomethylphosphonic acid in and on corn grain including popcorn. fresh corn, including sweet corn (kernels plus corn with husk removed), soybeans, wheat grain and wheat forage and straw at 0.1 ppm. (Monsanto Agricultural Products Co. 40 Federal Register 43542).

Nitrates, Nitrites and Salt. A proposal of the Animal & Plant Health Inspection Service, USDA, published November 11, 1975 in 40 Federal Register 52614 notes that the service will advise that work must continue on the removal of performed nitrosamines and that progress will be reviewed during and at the end of one year. The proposal states that "At the same time, the hazard of botulism will remain an important consideration throughout." Comments may be made to the Hearing Clerk, USDA, Washington, D.C. 20250 until January 12, 1976. The proposed program would set the upper limit of nitrite at 156 ppm in all categories of meat and poultry except bacon and dry cured products such as salami and pepperoni. Industry sources state that the proposal should not significantly affect the color of cured pork. In other reports, USDA stated the detectable levels of nitrosamines have been falling steadily and are now at around 10 to 20 parts per billion. The original panel study recommended that no sodium nitrate be added to meat and fish as a curing agent.

HIGHLIGHTS

FARM PRICES FALL 4%

Prices for raw agricultural products declined four percent for the month ending November 15, the second in a row. The price decline was due largely to lower prices for hogs, wheat, corn, cattle and soybeans, the USDA reports.

INDIA'S PEANUT CROP UP

India's 1975 peanut crop is expected to be at least 6 million metric tons (in-shell basis), 1 million tons above last year's drought-reduced harvest. This year crop conditions were ideal and supplies of fertilizer and pesticides reportedly abundant.

CATTLE FEEDERS SUE STORE CHAINS

500 cattle feeders in 15 Midwestern states have brought suit in Des Moines, Iowa against 10 large supermarket chains and 2 other firms for violation of the Sherman Antitrust Act. The group charges Safeway, A & P, Kroger, American Stores, Lucky Stores, Jewel, Winn-Dixie, Food Fair, Grand Union, and Supermarkets General with use of their market dominance since 1963 to reduce prices paid to cattlemen while raising consumer prices.

WORLD FOOD STUDY SENT TO PRESIDENT FORD

The National Academy of Sciences sent an Interim Report to President Ford on how the U.S. can best help to combat world hunger. It was accompanied by a report from the Board of Agriculture and Renewable Resources containing specific recommendations for increasing U.S. agricultural productivity. Can be obtained (cost \$5.50) from the Printing and Publishing Office, National Academy of Sciences, 2101 Constitution Ave., N.W., Washington D.C. 20418.

PESTICIDE BILL APPROVED

Congress passed a pesticide control bill (HR 8841) in late November. It follows the restrictive House version, and requires EPA pesticide regulators to consider comments from USDA and the Congress. It extends the EPA pesticides program for an additional 18 months.

SENATE GROUP VOTES 200 MILE LIMIT

The Senate Armed Services Committee reported out a bill to establish a 200-mile U.S. fishing limit. The proposed legislation is strongly opposed by the Administration and by several American fishing industry groups.

POLAND/U.S. GRAIN PACT

Poland and the U.S. have concluded the definitive version of an agreement under which Poland is to buy annually an average 2.5 million tons of grain for the next five years. Prices will vary according to world market prices.

AGRICULTURAL OUTLOOK CONFERENCE

Generated optimism for first half of 1976, but uncertainties virtually preclude objective forecasts for the second half of 1976. Points made:

- * Food Prices — 4 to 5 percent annual increase for first half of 1976
- * Agricultural exports likely to exceed by 1 billion the \$21 billion for 1975
- * Prospective Beef supplies are a major uncertainty for 1976. Increased availability of feed grain the culprit.
- * Pork production lags, but year-to-year gains thought to be strong in the second half.
- * Milk production may undergo a marginal rise in early '76 as prospective gains in output offset comparatively small declines in numbers of cows.
- * 1976 Crop supplies reflect bumper '75 harvest—will be well above depressed year-earlier levels.

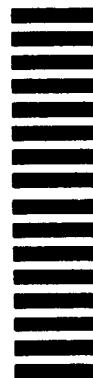
RATH PACKING WINNING MEAT LABELING BATTLE

A Federal Court of Appeals held the California food labeling laws, which are more stringent than the Federal Wholesale Meat Act of 1967, may not be enforced to prohibit "reasonable variations" in weight due to loss of moisture in meat packing. The decision, announced October 29, 1975, could still be appealed to the U.S. Supreme Court.

Sanitized Copy Approved for Release 2010/07/22 : CIA-RDP90-00806R000201060020-0



TRANSNATIONAL NEWS COMPANY, INC.
1629 K STREET, N. W.
WASHINGTON, D. C. 20006



Sanitized Copy Approved for Release 2010/07/22 : CIA-RDP90-00806R000201060020-0

Mail to: **Transnational News Company, Inc.**
1629 K STREET, N. W.
WASHINGTON, D. C. 20006

Please enter our subscription (mailed First Class each week) to **PROTEIN USA** as follows:

	<u>Charter Subscriber</u>			<u>Payment Enclosed ☐ or will pay by January 15, 1976 ☐</u>	
	<u>U. S.</u>	<u>Foreign</u>		<u>U. S.</u>	<u>Foreign</u>
☐ One year.....	\$200	\$230	☐ One year.....	\$180	\$207
☐ Two years.....	\$336	\$396	☐ Two years....	\$302	\$356
☐ Three years....	\$440	\$530	☐ Three years...	\$396	\$477

☐ Enter a 3 month Trial Subscription to **PROTEIN USA** — \$45 (U. S.) — \$55 Foreign (with payment enclosed, the 3 month Trial **PROTEIN USA** Subscription price is \$40 U. S. — \$50 Foreign.)

SEND SUBSCRIPTION TO: PURCHASE ORDER NO. _____

NAME (Please Type or Print) TITLE

COMPANY

STREET ADDRESS

CITY STATE ZIP CODE

You may enter your subscription by Western Union Telex 89-2407 TRANSNEWS or by calling 202-286-7980.

If subscription to **PROTEIN USA** is for one year or more, indicate if you wish to receive one complimentary copy of our 75 page study: "**PROTEIN CONCENTRATES: An Industry Analysis: A Marketing Viewpoint**". (Regular Price \$400). Yes ☐ No ☐
FERTILIZER WEEK is included as a complimentary item in each **PROTEIN USA** newsletter.

☐ Send us information regarding **NEW PRODUCT NEWS**.